Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1   (currently amended)   A service delivery method comprising the steps of :

(a)   conducting a transaction of a user purchasing a service or product which qualifies the qualifying a user as authorised to benefit from a particular location-triggered service and thereupon storing:

-    location data indicative of at least one location where service delivery is to be triggered, and

-    a user-associated instance of executable program code, customized for said transaction, for implementing said particular service; and

(b)   subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating execution of the user-associated program-code instance to deliver said particular service to the user.

Claims 2-6   (canceled)

Claim 7   (currently amended) A method according to claim 4 25, wherein the user-associated program-code instance includes user identity data and is digitally-signed by the party that carried out the qualification in step (a) whereby the service provider system can check the authenticity of the user-identity data, the user mobile entity having an associated public-key / private-key pair and being required by the service provider system in step (b)

to authenticate its identity by using its private key to sign and return data proposed by the service provider system.

Claim 8 **(previously presented)** A method according to claim 1, wherein the user-associated program-code instance is a customisation of generic code for implementing the service.

Claim 9 **(previously presented)** A method according to claim 1, wherein in step (b) service delivery is conditional upon the user inputting a personal identification code.

Claim 10 **(previously presented)** A method according to claim 1, wherein service delivery only continues whilst the user's current location matches with a location indicated by the location data.

Claim 11 **(previously presented)** A method according to claim 1, wherein once initiated, service delivery is continued until completion.

Claim 12 **(canceled)**

Claim 13 **(previously presented)** A method according to claim 1, wherein the location data is indicative of multiple locations.

Claim 14 **(previously presented)** A method according to claim 1, wherein multiple user-associated program-code instances associated with different services to be delivered to the same user, are stored in a common repository.

Claim 15 **(previously presented)** A method according to claim 1, wherein the user-associated program-code instance is passed by the party that carries out the qualification to the user or to a third-party, the program-code instance being digitally

signed by the party that carries out the qualification step whereby to enable an eventual service deliverer to check the origin and authenticity of the user-associated program-code instance .

Claim 16 **(previously presented)** A method according to claim 1, wherein the current user location is provided to the entity carrying out location matching in step (b) by a trusted location service provider and is digitally-signed by the latter.

Claim 17 **(previously presented)** A method according to claim 1, wherein the user-associated program-code instance specifies a particular number of times (including only once) that it can be run.

Claim 18 **(currently amended)** A service delivery system comprising:

- a location-data ~~description~~ repository ~~for storing location data~~;
- a ~~program-code~~service repository ~~for storing at least one user-associated program code instance~~;
- a service factory;
- a qualification subsystem for conducting a transaction of a user purchasing a service or product that qualifies the user ~~for determining whether a user qualifies~~ to benefit from a particular location-triggered service, the qualification subsystem being ~~operative~~arranged, upon determining that ~~a~~ the user is so qualified, both to store in the location-~~description~~ data repository location data indicative of at least one location where service delivery is to be triggered, and also to create in the service factory and store in the ~~program-code~~service repository a user-associated instance of executable program code, customized for said transaction, for implementing said particular service;
- a service execution environment for executing user-associated program-code instances;

- a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data; and

- a control arrangement responsive to the location-match subsystem detecting a said location match to initiate execution of the user-associated program-code instance to deliver said particular service to the user .

Claim 19   (currently amended)   A system according to claim 18, wherein the location-~~description~~data repository is incorporated in said mobile entity associated with the user.

Claim 20   (currently amended)   A system according to claim 18, wherein the ~~program-code~~service repository is incorporated in said mobile entity associated with the user.

Claim 19   (previously presented)   A system according to claim 18, wherein the location-description repository is incorporated in said mobile entity associated with the user.

Claim 20   (previously presented)   A system according to claim 18, wherein the program-code repository is incorporated in said mobile entity associated with the user.

Claim 21   (previously presented)   A system according to claim 20, wherein the service execution environment is incorporated in said mobile entity associated with the user.

Claim 22   (previously presented)   A system according to claim 20, wherein the service execution environment is separate from the mobile entity but can inter-

communicate with the latter via a wireless infrastructure at least when the mobile entity is positioned to give rise to a location match, the mobile entity being operative to pass the user-associated program-code instance to the execution environment via the wireless infrastructure upon occurrence of a said location match.

Claim 23　　　**(previously presented)**　　　A method according to claim 1, wherein in step (a) the user-associated program-code instance is stored in the mobile entity, the detection of a said location match in step (b) resulting in the program-code instance being executed at the mobile entity.

Claim 24　　　**(previously presented)**　　　A method according to claim 1, wherein in step (a) the user-associated program-code instance is stored in the mobile entity, the detection of a said location match in step (b) resulting in the program-code instance being passed from the mobile entity to a service provider system where it is then executed.

Claim 25　　　**(previously presented)**　　　A method according to claim 1, wherein in step (a) the user-associated program-code instance is stored in a service provider system, the detection of a said location match in step (b) resulting in the program-code instance being executed by the service provider system.

Claim 26　　　**(previously presented)**　　　A method according to claim 1, wherein the user-associated program-code instance and the location data are stored in the same entity.

Claim 27　　　**(previously presented)**　　　A method according to claim 1, wherein the user-associated program-code instance and the location data are stored in different entities, the location data having associated data enabling the entity storing the program-code instance to be informed when a said location match is detected in step (b).

Claim 28　　　**(currently amended)**　　　A service delivery method comprising the steps of :

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- qualifying a user as authorised to benefit from a particular <u>location-triggered</u> service, and thereupon storing:
    - location data indicative of at least one location where service delivery is to be triggered, and
    - a service token <u>indicative of the qualified user's entitlement to benefit from</u> ~~for~~ said particular service <u>and including a service identifier identifying said particular service,</u>

    the service token being stored in a mobile entity associated with the user; and
- subsequently detecting a location match between the location of the user, as indicated by the location of said mobile entity, and a location indicated by said location data, and thereupon passing the service token from the mobile entity to a service provider system <u>where the service provider system checks that the service token originates from a party for which it is willing to provide service delivery before initiating delivery</u> ~~to initiate delivery~~ to the user of said particular service <u>as identified by said service identifier.</u>

Claim 29   (previously presented)   A method according to claim 28, wherein the service token includes communication address details of said service provider system.

Claim 30   (previously presented)   A method according to claim 29, wherein the service token further includes a password for accessing the service provider system.

Claim 31   (previously presented)   A method according to claim 28, wherein the service token includes both a service identifier and a user identifier, step (b) including a sub-step of the service provide system checking the identity of the user of the mobile entity against the user identity in the service token.

Claim 32   (currently amended)   A method according to claim 28, wherein the service token ~~includes user identity data and~~ is digitally-signed by the party that carried out

the qualification in step (a) whereby the service provider system can check the authenticity of the ~~data in the~~ token;, the service token including user identity data identifying the qualified user, and the user mobile entity that passes the service token to the service provider system having an associated public-key / private-key pair and being required by the service provider system in step (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system whereby the latter can check that the user associated with the mobile entity passing the service token to the service provider system is the qualified user identified by said user identity data included in the service token.

Claim 33   **(previously presented)**   A method according to claim 28, wherein service delivery in step (b) is conditional upon the user inputting a personal identification code.

Claim 34   **(previously presented)**   A method according to claim 28, wherein the service token is digitally signed by the party that carries out the qualification in step (a), the service provider system using this digital signing of the service token to check the origin and authenticity of the service token in step (b).

Claim 35   **(currently amended)**   A method according to claim 28, wherein the location data is stored in ~~one of:~~

~~a location server of a cellular radio communications infrastructure usable by the mobile entity,~~

——the mobile entity;,

~~the service provider system,~~

where it is compared in step (b) against the current location of the mobile entity (20) as provided by one of:

-    a location server associated with said communications infrastructure usable by the mobile entity,

-    location discovery means of the mobile entity;

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in order to detect a said location match.

Claim 36   (previously presented)   A method according to claim 28, wherein the location data is indicative of multiple locations.

Claim 37   (previously presented)   A method according to claim 28, wherein multiple service tokens associated with different services to be delivered to the same user, are stored in a common repository.

Claim 38   (previously presented)   A method according to claim 28, wherein said service token specifies a particular number of times (including only once) that the associated service can be provided.

Claim 39   (previously presented)   A method according to claim 28, wherein the service token includes customisation data for customising a generic version of said particular service to the user.

Claim 40   (currently amended)   A service delivery system comprising:
- a mobile entity associated with a user;
- a location-~~description~~ data repository for storing location data;
- a service-token repository, incorporated into said mobile entity, for storing at least one service token;
- a qualification subsystem for determining whether said user qualifies to benefit from an instance of a particular <u>location-triggered</u> service, the qualification subsystem being ~~operative~~arranged, upon determining that a user is so qualified, both to store in the location-<u>data</u> repository location data indicative of at least one location where service delivery is to be triggered, and also to store in the service-token repository a service token <u>indicative of entitlement of the qualified user to benefit from</u> for said particular service <u>and including a service identifier identifying said particular service</u>;

- a service delivery subsystem for providing said particular service, the service delivery subsystem being separate from said mobile entity;

- a communications arrangement for enabling the mobile entity to communicate with the service delivery subsystem;

- a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of said mobile entity, and a location indicated by said location data; and

- a control arrangement responsive to the location-match subsystem detecting a said location match to cause the mobile entity to pass the service token to the service delivery subsystem ~~to initiate delivery of said particular service to the user;~~ the service provider system being arranged to use said identifier included in the service token to check that the service token originates from a party for which it is willing to provide service delivery and, if so, to deliver said particular service to the user.

Claim 41   (currently amended)   A system according to claim 40, wherein the location-~~description~~ data repository is incorporated in said mobile entity associated with the user.

Claim 42   (previously presented)   A system according to claim 40, wherein the service token includes customisation data for customising a generic version of said particular service to the user.

Claim 43   (previously presented)   A service delivery method comprising the steps of :

(a) qualifying a user as authorised to benefit from an instance of a particular service, and storing:

- location data indicative of at least one location where service delivery is to be triggered, and

- a service instance element that associates the user and the service instance for which the user has been qualified;

(b)   subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating delivery to the user of the service instance associated with the user by the service instance element; and

(c)   modifying the location data as part of delivery of the service instance initiated in step (b).